

## FERENCE & ASSOCIATES, LLC

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### USPTO FACSIMILE COVER SHEET

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To: Commissioner for Patents  
Fax Number: (571) 273-8300  
Date: October 19, 2007  
Pages: 21 pages (including this cover sheet)

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#### MESSAGE:

METHOD AND APPARATUS FOR TIME-AWARE  
AND LOCATION-AWARE MARKETING

Application No. 09/805,310

Examiner B. Jackson

Art Unit 2685

Amendment Transmittal

Petition and Fee for Extension of Time

Amendment

696.004

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Amendment Transmittal

OCT 19 2007

Atty. Docket No. 696.004

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of : Srinivasan et al.  
Serial No. : 09/805,310 Examiner : B. Jackson  
Filed : March 13, 2001 Group Art Unit : 2685  
For : METHOD AND APPARATUS FOR TIME-AWARE AND  
LOCATION-AWARE MARKETING

HON. COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, VA 22313-1450

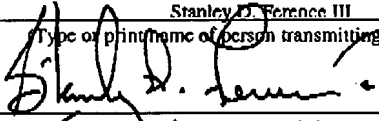
Sir:

Transmitted herewith is an Amendment in the above-identified application.

1. ☒ Applicant requests an extension of time to respond to the outstanding Office Action. A Petition for an extension of time is enclosed.
- OR
2. ☒ In the event that an extension of time is required, this conditional petition is being made to provide for the possibility that applicant has inadvertently overlooked the need for a petition and fee for extension of time.
3. ☒ Small Entity status of this application has been previously established.
4. ☐ A verified statement to establish Small Entity status is enclosed.

**CERTIFICATE OF FACSIMILE TRANSMITTAL**

I hereby certify that this paper (along with any referred to as being attached or enclosed) is being facsimile transmitted on (571)273-8300 on October 19, 2007 to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Stanley D. Ference III  
(Type or print name of person transmitting paper or fee)  
  
(Signature of person transmitting paper or fee)

Page 1 of 2

FERENCE & ASSOCIATES LLC  
Amendment Transmittal

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Atty. Docket No. 696.004

OCT 19 2007

5. ☐ Also enclosed: \_\_\_\_\_
6. ☒ No additional filing fee is required.
7. ☒ The filing fee has been calculated as shown below:

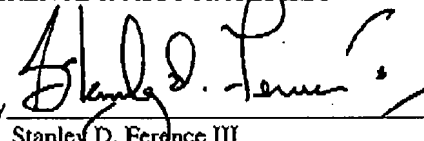
	Claims Remaining After Amendment (Col. 1)	Highest No. Prev. paid for (Col. 2)	Present Extra (Col. 3)	SMALL ENTITY			OTHER THAN A SMALL ENTITY	
				RATE	FEE		RATE	FEE
Total	13	** 20	= * 0	x \$25	= 0	O	x \$50	=
Claims						R		
Ind.	4	*** 4	= * 0	x \$105	= 0	O	x \$210	=
Claims						R		
<input type="checkbox"/> Multiple Dependent Claim Presented				+ \$185	=	O	+ \$370	=
						R		
				<b>TOTAL</b>	= \$0	O	<b>TOTAL</b>	= \$
						R		

- \* If the entry in Col. 1 is less than the entry in Col. 2, write "0" in Col. 3.
- \*\* If the "Highest No. Prev. paid for" in this space is less than 20, write "20" in this space.
- \*\*\* If the "Highest No. Prev. paid for" in this space is less than 3, write "3" in this space.

8. ☐ Applicant encloses herewith a check for \$\_\_\_ to cover the filing fee.
9. ☐ Submitted herewith is a completed Credit Card Payment Form. The Commissioner is hereby authorized to charge the \$\_\_\_ filing fee to the credit card identified in the Credit Card Payment Form submitted herewith.
10. ☒ The Commissioner is hereby authorized to charge payment of any additional filing fees associated with this communication or credit any overpayment to the credit card identified in the Credit Card Payment Form submitted herewith.

Respectfully submitted,

FERENCE &amp; ASSOCIATES LLC

By   
Stanley D. Ference III  
Reg. No. 33,879

Dated: October 19, 2007

Mailing Address:

Customer No. 35195  
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